

ORDER



Orders	Order / Rev:	215531		
	Alt Order #:	6865258		
	Product Desc:	STAND UP FOR DEMOC.		
	Estimate:			
	Flight Dates:	10/22/12 - 10/29/12	Primary AE:	Petry Atlanta
	Original Date / Rev:	10/24/12 / 10/24/12	Sales Office:	P-ATL
	Order Type:	REG	Sales Region:	Nat
Agency	Name:	Luc Inc		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		25 Whitlock Place	Billing Cycle:	EOM/EOC
		Marietta, GA 30064	Agency Commission:	15%
Advertiser	Name:	POL/Stand Up For Democracy		
	Demographic:	A25+	New Business Thru:	
	Product Codes:	PL2	Order Separation:	00:15:00
	Priority:	P4	Advertiser External ID:	
	Revenue Codes:	AGY, POL, POL-ISS	Agency External ID:	IN2865/SP5324/AL1078/MO964

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	16	\$14,950.00	\$12,707.50
10/29/12	10/29/12	3	\$3,150.00	\$2,677.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$14,950.00	\$12,707.50	0.00
November 2012	3	\$3,150.00	\$2,677.50	0.00
Totals	19	\$18,100.00	\$15,385.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Atlanta			Start Of Order - End Of Order	100%

Order Share	Share	Total
WOOD	36%	\$18,100.00
Market	100%	\$50,277.78

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	6%	\$3,016.67
WTLJ	0%	\$0.00
WWMT	30%	\$15,083.33
WXMI	5%	\$2,513.89
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	23%	\$11,563.89

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOOD	10/22/12	10/26/12	Today Show M-F	CM	658-9a	MTWTF--	:30	2	\$1,350.00	P3	0.00	NM	2	\$2,700.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		2				\$1,350.00		0.00			

Order / Rev: 215531
Alt Order #: 6865258
Flight Dates: 10/22/12 - 10/29/12

Advertiser: POL/Stand Up For Democracy
Product Desc: STAND UP FOR DEMOC.
Estimate:

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
N 1	WOOD	10/22/12	10/26/12	Today Show M-F Today Show	CM	658-9a	MTWTF--	:30	2	\$1,350.00	P3	0.00	NM	2	\$2,700.00
TODAY SHOW															
Week:	10/22/12	10/28/12		Weekdays MTWTF--		Spots/Week 2	Rate \$1,350.00		Rating 0.00						
N 2	WOOD	10/22/12	10/26/12	M-F 5p News M-F News 8 @5p	CM	5-530p	MTWTF--	:30	2	\$1,500.00	P3	0.00	NM	2	\$3,000.00
NEWS															
Week:	10/22/12	10/28/12		Weekdays MTWTF--		Spots/Week 2	Rate \$1,500.00		Rating 0.00						
3	WOOD	10/24/12	10/24/12	LN M-F M-F News 8 @ 11	CM	11-1135p	-- W----	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
NEWS															
Week:	10/22/12	10/28/12		Weekdays -- W----		Spots/Week 1	Rate \$1,500.00		Rating 0.00						
4	WOOD	10/26/12	10/26/12	LN M-F M-F News 8 @ 11	CM	11-1135p	---- F--	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
NEWS															
Week:	10/22/12	10/28/12		Weekdays ---- F--		Spots/Week 1	Rate \$1,500.00		Rating 0.00						
5	WOOD	10/27/12	10/27/12	Today Show Sa Today Show Saturday	CM	758-10a	----- S-	:30	1	\$1,200.00	P2	0.00	NM	1	\$1,200.00
SAT TODAY															
Week:	10/22/12	10/28/12		Weekdays ----- S-		Spots/Week 1	Rate \$1,200.00		Rating 0.00						
6	WOOD	10/28/12	10/28/12	Today Show Su Today Show Sunday	CM	758-9a	----- S	:30	1	\$1,600.00	P3	0.00	NM	1	\$1,600.00
SUN TODAY															
Week:	10/22/12	10/28/12		Weekdays ----- S		Spots/Week 1	Rate \$1,600.00		Rating 0.00						
N 7	WOOD	10/22/12	10/26/12	M-F 2-3p Rachael Ray	CM	2-3p	MTWTF--	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
RACHAEL RAY															
Week:	10/22/12	10/28/12		Weekdays MTWTF--		Spots/Week 2	Rate \$300.00		Rating 0.00						
8	WOOD	10/22/12	10/26/12	M-F 3-4p Dr Oz	CM	3-4p	MTWTF--	:30	3	\$400.00	P3	0.00	NM	3	\$1,200.00
DR OZ															
Week:	10/22/12	10/28/12		Weekdays MTWTF--		Spots/Week 3	Rate \$400.00		Rating 0.00						
9	WOOD	10/22/12	10/26/12	M-F 4-5p Ellen	CM	4-5p	MTWTF--	:30	3	\$550.00	P4	0.00	NM	3	\$1,650.00
ELLEN															
Week:	10/22/12	10/28/12		Weekdays MTWTF--		Spots/Week 3	Rate \$550.00		Rating 0.00						
N 10	WOOD	10/29/12	10/29/12	Today Show M-F Today Show	CM	658-9a	M-----	:30	1	\$1,350.00	P3	0.00	NM	1	\$1,350.00
TODAY SHOW															
Week:	10/29/12	11/04/12		Weekdays M-----		Spots/Week 1	Rate \$1,350.00		Rating 0.00						
N 11	WOOD	10/29/12	10/29/12	M-F 5p News M-F News 8 @5p	CM	5-530p	M-----	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
NEWS															
Week:	10/29/12	11/04/12		Weekdays M-----		Spots/Week 1	Rate \$1,500.00		Rating 0.00						
N 12	WOOD	10/29/12	10/29/12	M-F 2-3p Rachael Ray	CM	2-3p	M-----	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
RACHAEL RAY															
Week:	10/29/12	11/04/12		Weekdays M-----		Spots/Week 1	Rate \$300.00		Rating 0.00						

Totals

19

\$18,100.00